



WXYZ

# ORDER

Print Date 08/29/12

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Flight Dates **10/17/12-10/23/12**

Contract / Revision      **297112 /**

Original Date / Revision  
05/09/12    08/22/12

Advertiser **Michigan GOP 2012**

Agency    **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200  
Washington, DC 20007**

Product  
**Michigan GOP 2012**

Agency Com    15%

Billing Contact

**3299 K Street NW - Suite 200  
Washington, DC 20007**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep      00:20:00

Estimate #      **TV: 10/17 - 10/23**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-4

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	76	\$99,407.50	\$116,950.00	0.00	10/01/12	10/23/12	76	\$99,407.50	\$116,950.00
<b>Totals</b>	<b>76</b>	<b>\$99,407.50</b>	<b>\$116,950.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/18/12	10/21/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	--- 1111	:30	4	\$2,000.00	P-4	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--- 1111		4				\$2,000.00		0.00			
N 2	WXYZ	10/22/12	10/23/12	Late News M-F 11pm Actn News M-F	CM	Late News M-F	11-----	:30	2	\$2,000.00	P-4	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	11-----		2				\$2,000.00		0.00			
N 3	WXYZ	10/17/12	10/19/12	5am News M-F 5am News M-F	CM	5-6am M-F	-- 111--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **297112** Flight Dates **10/17/12-10/23/12**

Hiatus Dates

Original Date / Revision 05/09/12/ 08/22/12

Order Sep 00:20:00

Advertiser **Michigan GOP 2012** Product **Michigan GOP 2012**

Estimate # **TV: 10/17 - 10/23**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	10/17/12	10/19/12	5am News M-F 5am News M-F	CM	5-6am M-F	-- 111--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-- 111--					3	\$400.00		0.00			
N 4	WXYZ	10/22/12	10/23/12	5am News M-F 5am News M-F	CM	5-6am M-F	11-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11-----					2	\$400.00		0.00			
N 5	WXYZ	10/17/12	10/19/12	6am News M-F Action News 6am	CM	6-7am M-F	-- 111--	:30	3	\$900.00	P-3	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-- 111--					3	\$900.00		0.00			
N 6	WXYZ	10/22/12	10/23/12	6am News M-F Action News 6am	CM	6-7am M-F	11-----	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11-----					2	\$900.00		0.00			
N 7	WXYZ	10/17/12	10/19/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	-- 111--	:30	3	\$900.00	P-3	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-- 111--					3	\$900.00		0.00			
N 8	WXYZ	10/22/12	10/23/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11-----	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11-----					2	\$900.00		0.00			
N 9	WXYZ	10/17/12	10/19/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	-- 111--	:30	3	\$500.00	P-4	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-- 111--					3	\$500.00		0.00			
N 10	WXYZ	10/22/12	10/23/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11-----	:30	2	\$500.00	P-4	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11-----					2	\$500.00		0.00			
N 11	WXYZ	10/17/12	10/19/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	-- 111--	:30	3	\$750.00	P-4	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-- 111--					3	\$750.00		0.00			
N 12	WXYZ	10/22/12	10/23/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	11-----	:30	2	\$750.00	P-4	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11-----					2	\$750.00		0.00			
N 13	WXYZ	10/17/12	10/19/12	12p Noon News 12n-1p	CM	12-1pm M-F	-- 111--	:30	3	\$500.00	P-4	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-- 111--					3	\$500.00		0.00			
N 14	WXYZ	10/22/12	10/23/12	12p Noon News 12n-1p	CM	12-1pm M-F	11-----	:30	2	\$500.00	P-4	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11-----					2	\$500.00		0.00			
N 15	WXYZ	10/17/12	10/19/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	-- 111--	:30	3	\$900.00	P-4	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **297112** Flight Dates **10/17/12-10/23/12**

Hiatus Dates

Original Date / Revision 05/09/12/ 08/22/12

Order Sep 00:20:00

Advertiser **Michigan GOP 2012**

Product **Michigan GOP 2012**

Estimate # **TV: 10/17 - 10/23**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WXYZ	10/17/12	10/19/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	-- 111--	:30	3	\$900.00	P-4	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-- 111--					3	\$900.00		0.00			
N 16	WXYZ	10/22/12	10/23/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	11-----	:30	2	\$900.00	P-4	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	11-----					2	\$900.00		0.00			
N 17	WXYZ	10/17/12	10/19/12	5p News 5-6pm M-F	CM	5-6pm M-F	-- 111--	:30	3	\$1,000.00	P-4	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-- 111--					3	\$1,000.00		0.00			
N 18	WXYZ	10/22/12	10/23/12	5p News 5-6pm M-F	CM	5-6pm M-F	11-----	:30	2	\$1,000.00	P-4	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	11-----					2	\$1,000.00		0.00			
N 19	WXYZ	10/17/12	10/19/12	6p News 6-630pm M-F	CM	6-630pm M-F	-- 111--	:30	3	\$1,200.00	P-4	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-- 111--					3	\$1,200.00		0.00			
N 20	WXYZ	10/22/12	10/23/12	6p News 6-630pm M-F	CM	6-630pm M-F	11-----	:30	2	\$1,200.00	P-4	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	11-----					2	\$1,200.00		0.00			
N 21	WXYZ	10/17/12	10/19/12	7p News M-F 7-730p	CM	7-730pm M-F	-- 111--	:30	3	\$1,200.00	P-3	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-- 111--					3	\$1,200.00		0.00			
N 22	WXYZ	10/22/12	10/23/12	7p News M-F 7-730p	CM	7-730pm M-F	11-----	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	11-----					2	\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXYZ	10/22/12-10/28/12		7p News		7-730pm M-F	MT-----	:30		<del>(\$1,200.00)</del>		0.00	NM		
See MG 22.3															
[Ford Lions Report]															
3	NXYZ	10/23/12-10/23/12		7p News		7-730pm M-F	-T-----	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 22.1 10/22															
N 23	WXYZ	10/17/12	10/19/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	-- 111--	:30	3	\$1,800.00	P-4	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-- 111--					3	\$1,800.00		0.00			
N 24	WXYZ	10/22/12	10/23/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	11-----	:30	2	\$1,800.00	P-4	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	11-----					2	\$1,800.00		0.00			



WXYZ

Print Date: 08/29/12

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Contract / Revision **297112** Flight Dates **10/17/12-10/23/12**

Hiatus Dates

Original Date / Revision 05/09/12/ 08/22/12

Order Sep 00:20:00

Advertiser **Michigan GOP 2012** Product **Michigan GOP 2012**

Estimate # **TV: 10/17 - 10/23**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N24	WXYZ	10/22/12	10/23/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	11-----	:30	2	\$1,800.00	P-4	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	11-----	2		\$1,800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXYZ	10/22/12-10/28/12		Access M-F 730-8pm		730-8pm M-F	MT-----	:30		<del>(\$1,800.00)</del>		0.00	NM		
See MG 24.3															
[Ford Lions Report]															
3	WXYZ	10/23/12-10/23/12		Access M-F 730-8pm		730-8pm M-F	-T-----	:30		\$1,800.00		0.00	NM		
Ⓜ MG for 24.1 10/22															
N25	WXYZ	10/22/12	10/22/12	Lions Pre Game Show Lions PreGame Show	CM	6-830p	M-----	:30	2	\$5,000.00	P-4	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	2		\$5,000.00		0.00						
N26	WXYZ	10/22/12	10/22/12	Detroit Lions Football Detroit Lions Football	CM	830-1130p (8:00 PM-11:30 PM)	M-----	:30	1	\$30,000.00	P-2	0.00	NM	1	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$30,000.00		0.00						
N27	WXYZ	10/17/12	10/17/12	Wednesday Prime C Revenge	CM	10-11pm Wednesd- (8:00 PM-11:30 PM)	-W----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$5,000.00		0.00						
N28	WXYZ	10/20/12	10/20/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$350.00		0.00						
N29	WXYZ	10/20/12	10/20/12	Early News Sa 7p (Foll Sa 7-8p	CM	7pm Sat	-----S-	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$1,000.00		0.00						
N30	WXYZ	10/20/12	10/20/12	ABC Saturday Night Foc ABC's Saturday Night Foc	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$3,000.00		0.00						
N31	WXYZ	10/21/12	10/21/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$350.00		0.00						
N32	WXYZ	10/21/12	10/21/12	Spotlight SUN 930am Spotlight SUN 930am	CM	Sun 930-10am	-----S	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$500.00		0.00						
N33	WXYZ	10/21/12	10/21/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$750.00	P-4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$750.00		0.00						
N34	WXYZ	10/17/12	10/19/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M--	--111--	:30	3	\$750.00	P-4	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--111--	3		\$750.00		0.00						
N35	WXYZ	10/22/12	10/23/12		CM	1135pm-1205am M11	11-----	:30	2	\$750.00	P-4	0.00	NM	2	\$1,500.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
				M-F 1135p-1205a												
				Nightline												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	11-----		2		\$750.00		0.00						
														Totals	76	\$116,950.00